

From the makers of Z-Pak® (azithromycin) 250 mg

Did you hear about the antibiotic *Zmax*?

1 DAY. 1 DOSE.

And your treatment is done.*



Zmax fights bacteria that cause certain infections, including bacterial sinusitis in adults, and pneumonia in adults and children 6 months and older. Like other antibiotics, Zmax takes time to work.

Please see Zmax full Patient and Prescribing Information, attached.

*Dosing of treatment is complete; however, Zmax will continue to work in your system for 10 days.



www.ZmaxInfo.com

Zmax

FOR NO MORE THAN \$20

Bring this coupon and your prescription for Zmax to your pharmacist to cut your cost and pay no more than \$20.*

● **To the pharmacist for a patient paying with cash:** Please submit this claim to **Therapy First Plus**. A valid Other Coverage Code is required. The patient's maximum amount to pay will be no more than \$20.00 or their co-pay, whichever is less. You will receive the remaining balance in your next reimbursement from **Therapy First Plus**, and a handling fee.

● **To the pharmacist for a patient with an authorized third-party payor:** Submit the claim to the Primary Third-Party Payor. Then, submit the balance due to **Therapy First Plus** as a Secondary Payor as a co-pay-only billing, using Other Coverage Code indication. The patient's maximum amount to pay will be \$20.00 or their co-pay, whichever is less. You will receive the remaining balance in your next reimbursement from **Therapy First Plus**, and a handling fee.

● **Submit this claim/information to Therapy First Plus:**

Bin Number: 004682
Group ID: LCPAW447
RxPCN: CN
Cardholder ID: PAW007889684

This offer is not health insurance.

***Please see eligibility criteria on back**



For any questions regarding **Therapy First Plus** online processing, please call the Help Desk at 1-800-422-5604. I certify that my participation in this program is in compliance with all applicable state laws and any obligations, contractual or otherwise, that I have as a pharmacy provider. I also agree to retain the coupon for 3 years or as otherwise required by law, whichever is longer, and grant Pfizer Inc the right to audit any of my submissions. By using this coupon, I am confirming that I have met the eligibility criteria and agree to the terms and conditions of this program.

Eligibility Criteria: **1.** This coupon is not valid for prescriptions purchased under Medicaid, Medicare, (including Medicare Part D), or other federal or state programs including any state prescription drug assistance programs and the Government Health Insurance Plan available in Puerto Rico [formerly known as "La Reforma de Salud"], or by private indemnity or HMO insurance plans or other health or pharmacy programs which reimburse you for the entire cost of your prescription drugs. **2.** Coupon is limited to \$20 or the amount of your co-pay, whichever is less. **3.** You must deduct the value of this coupon from any reimbursement request submitted to your insurance plan, either directly by you or on your behalf. **4.** This coupon is not valid for residents of Massachusetts whose prescriptions are covered in whole or in part by third-party insurance, or where otherwise prohibited by law. Coupon cannot be combined with any other rebate/coupon, free trial, or similar offer for the specified prescription. **5.** Offer good only in the US and Puerto Rico. **6.** Pfizer Inc reserves the right to rescind, revoke, or amend this offer without notice. You understand and agree to comply with the terms and conditions of this offer. Not available through mail order.

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For any questions, call Customer Service at 1-877-465-6437. www.Pfizer.com

Pfizer Inc, 235 East 42nd Street, New York, NY 10017

This offer expires 12/31/11.

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Zmax: 1 DAY. 1 DOSE. And your treatment is done

Do you or your child have any of these symptoms?

- Fever
- Cough
- Chills
- Chest pain
- Low in energy
- Tired

If so, talk to your doctor, as it may be germs in the body that need to be treated with an antibiotic.

Is 1 dose enough?

With just 1 dose, the medicine in *Zmax* goes on to work in you or your child for 10 days.

**1 dose and you're done,
but *Zmax* keeps on working for 10 days**

DAY 1 DAY 2 DAY 3 DAY 4 DAY 5 DAY 6 DAY 7 DAY 8 DAY 9 DAY 10

Do not take *Zmax* if you are allergic to anything in *Zmax* or antibiotics like erythromycin or telithromycin.

Please see Zmax full Patient and Prescribing Information, attached.



Will a 1-day, 1-dose antibiotic work?

In clinical trials, *Zmax* worked just as well as other antibiotics that needed to be dosed for 7 days. In fact, 9 out of 10 patients treated for community-acquired pneumonia were cured.



9 out of 10
patients were cured

What are the benefits of an antibiotic that is given as a 1 day, 1 dose?

For Adults: If you are sick, a 1-dose option makes treatment easier on you.

- Your body gets more medicine on Day 1 when it needs it most
- No need to worry about missing a dose

For Children: It can be tough to give your child medicine but treating with *Zmax* means:

- 1 dose and your child is done with treatment
- No need to keep track of multiple day doses

The most common side effects in adults are diarrhea/loose stools, nausea, stomach pain, headache, and vomiting.

The most common side effects in children are vomiting, diarrhea/loose stools, nausea, and stomach pain.



1 Day. 1 Dose.

www.ZmaxInfo.com

Zmax:

1 DAY. 1 DOSE. And your treatment is done

If the whole therapy is just 1 dose, will I or my child get better faster?

Like all antibiotics, *Zmax* does take time to work. Most kids begin to feel good in just 2 to 3 days. If symptoms are not better by Day 4, call your doctor.

Will my child be able to handle a medicine with just one strong dose?

Zmax is different from other drugs, because it's not released in the stomach. *Zmax* goes to work in the small intestine so it's easier on the stomach. Unlike many other drugs, you should take *Zmax* on an empty stomach.

My child always complains about the taste of medicine.

Zmax is in an easy to swallow liquid, with a cherry-banana flavor.

Please see Zmax full Patient and Prescribing Information, attached.

Do not take *Zmax* if you are allergic to anything in *Zmax* or antibiotics like erythromycin or telithromycin.

Seek emergency help right away if you develop hives, skin rash, sores in your mouth, trouble swallowing, swelling of your face, tongue, or throat, or have wheezing or trouble breathing after taking *Zmax*.

Call your doctor right away if you have diarrhea that does not go away, is severe, watery, or has blood in it. Diarrhea can occur as late as two or more months after you take an antibiotic such as *Zmax*. This can be a sign of a serious illness.



1 Day. 1 Dose.

www.ZmaxInfo.com

What people are saying about *Zmax*...

- 84% of adult patients said they would most likely take *Zmax* again for the same infection
- 80% also agreed *Zmax* made it much easier to complete treatment as directed by their physician
- 78% of parents said they would most likely use *Zmax* to treat their kids again

Ask your doctor today about *Zmax*, the 1-day, 1-dose antibiotic.

In patients with myasthenia gravis taking macrolides, including *Zmax*, there have been reports of beginning or worsening of a nerve-muscle condition called myasthenia gravis. Its symptoms include muscle weakness, eye lid drop, and difficulty breathing.

*According to a survey of 502 patients conducted by Triple i and sponsored by Pfizer Inc, 2009. Data on file. Pfizer Inc, New York, NY.



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- **Submit this claim/information to Therapy First Plus:**

Bin Number: 004682

Group ID: LCPWC345

RxPCN: CN

Cardholder ID: PWC537151552

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